THE MOVIE CHANNEL
SHOWTIME

- Justice clears Showtime-TMC merger plan
- Coleman out, op fee in at Weather Channel
- GWSC plots sports net strategy
- CATA: Family style in Hot Springs

CableVision™

The news and features weekly of the cable television industry August 29, 1983 $3.00

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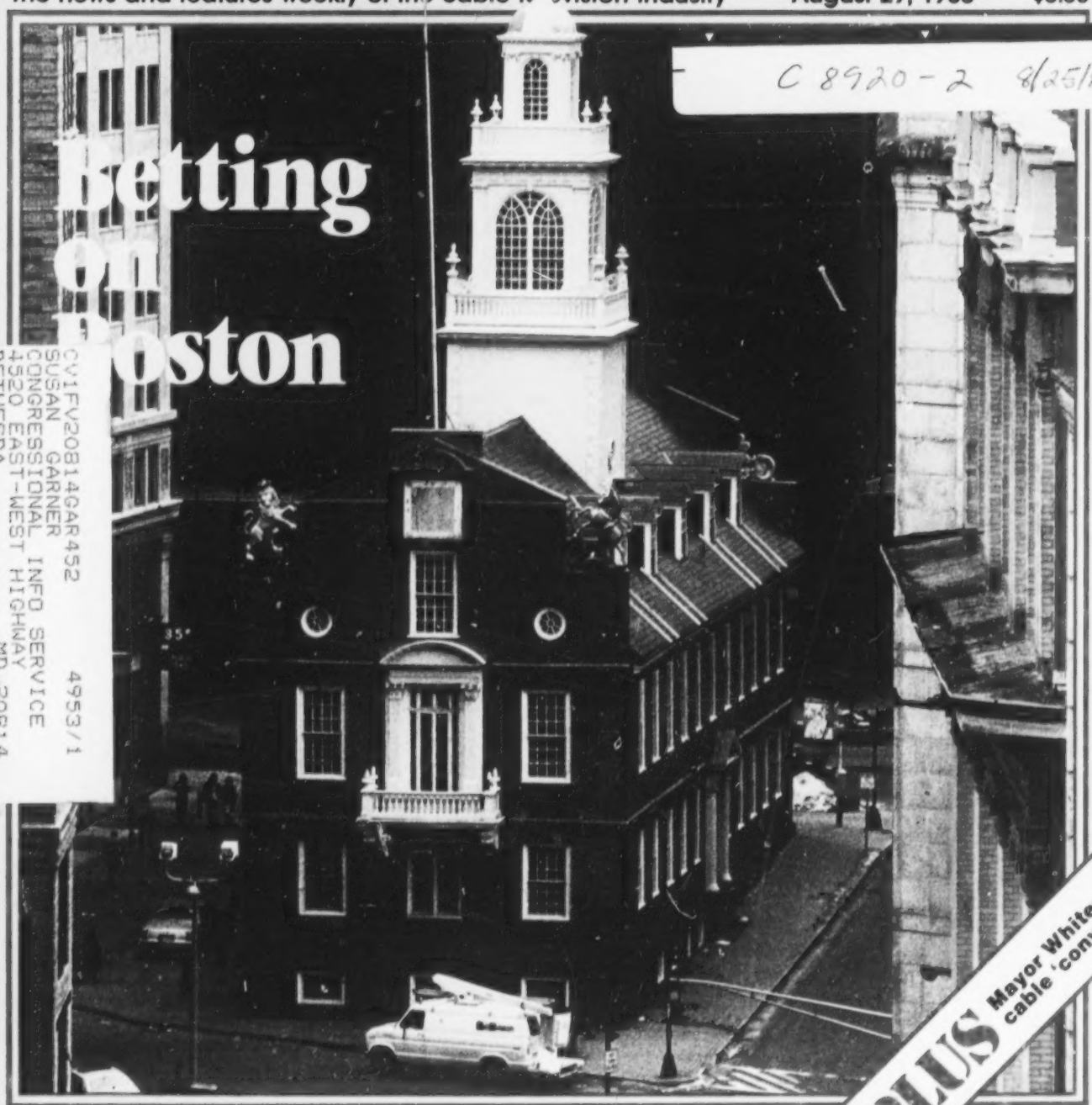

Getting to Boston

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CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

PLUS Mayor White: cable 'convert'

CableVision | August 29, 1983. Volume 8, Number 51

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John Coleman

Coleman exits TWC

John Coleman fails in his attempt to find a new partner for The Weather Channel; control reverts to Landmark Communications, which institutes a per-subscriber carriage fee plan. **Leading the week, pages 18-21.**

Showtime-TMC merger near

A Showtime-The Movie Channel ownership merger is near, thanks to a new Justice Department decision not to challenge such an agreement. **Leading the week, pages 18-21.**

United's paging venture

United Paging Corp., a wholly owned subsidiary of United Cable, the 12th-largest MSO, has applied to the Federal Communications Commission to provide a nationwide paging service using cable systems' downlink facilities. **Leading the week, pages 18-21.**

St. Louis award probed

The FBI has questioned aldermen and the mayor in St. Louis concerning that city's attempts to award a cable TV franchise. **Leading the week, pages 18-21.**

CAB plans ad workshop

Cabletelevision Advertising Bureau plans a series of 10 regional workshops aimed at helping local system ad efforts. The first session will be held in Hartford, Conn., next month. **Leading the week, pages 18-21.**

SMATV conference

Second National Satellite Cable Association Conference stresses "the entrepreneur and private cable" and looks to cooperation and combination of technologies. **Leading the week, pages 18-21.**

GWSC readies sports net

GWSC gears up its marketing campaign for The Sports Network. Prospective affiliates will be able to offer the regional pay sports service under five options, including the equivalent of a "season ticket." **Page 39.**

Common-carrier conflagration

The debate continues as the cable industry again asks the FCC to stem the tide of state regulation of two-way services. **Page 40.**

CATA's family style meeting

CATA's eighth annual seminar drew cable operators from 152 systems who were anxious about the potential threat from DBS and eager to cash in on local ad avails. **Page 41.**

New York-area numbers

Arbitron report explains the differences between itself and SRI regarding multiset usage and cable penetration figures. **Page 46.**

About the cover

Boston's Old State House, part of an older city newly wired. Photo by Frank Moscati, courtesy of Cablevision Systems.

Boston Mayor Kevin White

This week in PLUS

Back in the late 1700s, the rebels beat the odds when they tromped the Tories and then proceeded to make history with the form of government that they created. It is only appropriate then, that Boston, the setting for many of those early coups, should be the site of Chuck Dolan's conquest over Warner Amex and his institution of $2 basic and $7 HBO. The unbelievably low rates are beginning—equaly unbelievably, some might think—to pay off, it seems. *CableVision Plus* traces the long road that Boston followed before it reached a franchise agreement and looks at where both the city and its system stand today. Kevin White, the soon-to-be-departed mayor of Boston, lets us in on his perspective as he moved from a hindrance to a help to cable. He says he made it clear from the start to the companies vying for the franchise: they'd play by his rules or not at all. **Pages 23-38.**

National cable advertising

This chart lists national advertising sales by the basic cable networks during August 1983.

ARTS
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Carson Products (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
Halson (R)
Lennex (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Phillips Petroleum (N)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Kraft (R)
Mobil (R)
Pepsico (R)
Procter & Gamble (R)
Sears (R)
U.S. Army (R)
Wrigley's (R)

C-SPAN
Getty Oil (N)
Merrill Lynch (R)

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Figures are as of May 31, 1983

Source: ICR, Cable Information Service—a Titsch Communications division

CBN Cable Network
American Home Products (R)
California Raisin Advisory Board (N)
CRM Inc. (N)*
Eastman Kodak (R)
General Foods (R)
Hanes (R)
Nivea (N)
Tony's Pizza (N)*
TWA (R)

CNN
American Home Products (R)
AT&T (R)
Bristol Meyers (R)
Campbell Soup (R)
Cheeseborough Ponds (R)
Clorox (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
General Foods (R)
Goldhirsch Magazine (N)*
Hanes (R)
J.C. Penney (R)
Johnson & Johnson (R)
Merrill Lynch (R)
Miles Laboratories (R)
Procter & Gamble (R)
Qantas Airlines (R)
Ralston Purina (R)
Sears (R)
Sherwin Williams (R)
Time Inc. (R)
U.S. Army (R)
Warner Lambert (R)
Wrigley's (R)

CNN Headline News
American Gas Association (R)
Apple Computers (R)
Bike (R)
Block Drug (R)
Carquest (R)
Clorox (R)
Coca-Cola (R)
Colgate/Palmolive (R)
Emerson (R)
Ford (R)
General Mills (R)
General Motors (R)
Haggar (R)
J.C. Penney (R)
Jeffrey Martin (R)
Procter & Gamble (R)
Sherwin Williams (R)
Warner Lambert (R)
Wrigley's (R)

Country Music Television
Anheuser-Busch (R)
General Mills (Red Lobster) (R)
General Motors (R)

Daytime
Ace Hardware (R)
Allied Corp. (R)
American Cyanamid (R)
American Egg Board (R)
American Home Products (R)
American Thread Co. (R)
Anchor Hocking (R)
Bandai America (R)
Boehringer/Ingtheim (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Cheeseborough Ponds (N)
Del Monte (R)
DMC (R)
Dow Chemical (R)
Eastman Kodak (N)
Ethan Allen (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
J.C. Penney (R)
Kikkoman (R)
Kimberly Clark (N)
Kraft (R)
Leggs (R)
Levelor (R)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (R)
Northern Laboratories (N)
Nylint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Revlon (R)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Universal Pictures (R)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News
Barron's (R)
Charles Schwab (R)
Dow Jones (R)
Gannett Publishing (N)
Golf Digest (R)
Hilton Hotels (R)
Smithsonian Magazine (R)
Standard & Poor's (R)
Waldorf-Astoria (R)

ESPN
American Gas Association (R)
Anheuser-Busch (R)
Beaird-Poulan (R)
Carter Wallace (R)
Chrysler (R)
Cinemax (HBO) (R)
Delta Faucets (N)
Dow Jones (R)
EF Hutton (N)
Ford (R)
Gainesway Farm (R)
Gatorbait (R)
Getty Oil (R)
Haggar (R)
Interlee Filters (N)*
Izod Lacoste (N)
Loctite (soap box derby) (R)
Phillips Public Affairs (N)
Preview Publishing (N)*
Prudential-Bache (N)
Richardson-Vicks (R)
Sears (R)
The Sporting News (R)
Sports Illustrated (R)
Twentieth Century-Fox (R)
Western Bass U.S. Invitational Tournament (N)*
Wood Co. (R)

Financial News Network
American Airlines (N)
American Monetary Association (R)
Andrew Peck (R)
Argentex (R)
British Airways (N)
Business Week (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab (R)
Clayton Brokerage (R)
Colonial Penn Life Insurance (R)
Dean Witter (R)
Discount Plus Commodities (R)
Dow Jones (R)
Eastern Airlines (N)
The Finer Edge (R)
Fisher Stereo (R)
G.E. Credit Corp. (R)
Guardian Precious Metals (N)*
General Motors (R)
Hawaiian American Cruises (N)*
JNC Magazine (R)
International Trading Group (R)
Investment Metals International (R)
Kiplinger (R)
Lind-Waldock Commodities (R)
Mabon Nugent (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
OTC Review (R)
Paulson Investment (R)
Premeco (N)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Rouse, Woodstock (R)
Sharper Image (R)
Smythe Wheatly (R)
Standard and Poor's (R)
Tandy Corp. (R)
Toyota (R)
Value Line (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)

MSN
Norwegin-American Cruise Lines (R)
Scandinavian Airlines (R)
Swedish Tour Board (R)
Volvo (R)

National Jewish Television
Coleco (R)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Anheuser-Busch (R)
Bendix (R)
Procter & Gamble (R)
S.C. Johnson (R)
Sears (R)
Texize (R)
Twentieth Century-Fox (R)
Universal Pictures (R)

SPN
Colortime (N)
Hanes (N)
Holiday Inn (N)
Playgirl (N)
Procter & Gamble (R)

TeleFrance
Chanel (R)
Metropolitan Opera Guild (R)
TV Guide (N)
U.S. News & World Report (R)

USA Network
Activision (N)
Allen Products (R)
American Home Products (R)
AMF (N)
Anheuser-Busch (N)
CRC Inc. (R)
Clorox (R)
Colgate-Palmolive (R)
Columbia Pictures (R)
Comworld Pictures (N)*
Del Monte (R)
Duracell (R)
Eastman Kodak (R)
Ford (N)
Garan (N)
The Gap (N)
General Foods (N)
General Mills (R)
General Motors (R)
HBO/Cinemax (R)
HIS Jeans (N)
Hyatt Hotels (N)
J.K. Sports (R)
Jansen (N)
Johnson & Johnson (R)
Kellogg's (R)
Kimberly Clark (R)
Levi Strauss (R)
Mattel (R)
Mobile (R)
Nestle (R)
New American Publishing (R)
Northern Labs (N)
Noxell (R)
Pabst Brewing (N)
Philip Morris (R)
Playtex (R)
Quaker Oats (R)
Reynolds Metals (R)
Sears (R)
Smith Barney (N)
3-M (N)
Tenneco (R)
Thompson Medical (R)
Toyota (R)
Twentieth Century-Fox (R)
Union Carbide (N)
Universal Pictures (R)
Volkswagen (R)

Warner Communications (R)
Warner Lambert (R)

The Weather Channel
American Motors (R)
ANCO (R)
California Tree Fruit (R)
Champion Spark Plugs (R)
Chevrolet (R)
Eastman Kodak (R)
Lipton (R)
Orkin (R)
Philip's Petroleum (R)
Prudential-Bache (R)

Scott Paper (R)
Union Carbide (R)
United Airlines (R)
Whirlpool (R)

WTBS
Activision (R)
Anheuser-Busch (R)
Apple Computers (N)
Autoweek (R)
Colgate/Palmolive (R)
Cornwald Pictures (N)*
Eastern Airlines (R)

Eastman Kodak (R)
General Mills (R)
H.J. Heinz (R)
Johnson & Johnson (R)
Liggett & Myers (R)
Minolta (R)
Nestle (R)

Orion (N)
Panasonic (R)
Paramount (R)
Parker Brothers (R)
Schaper Toys (R)
Sears (R)
Toyota (R)

* New to network advertising.
R denotes renewal client.
N denotes new client.
' Total CNN advertising clients for August: 66.
Source: ICR, Cable Information Service—a Titsch Communications division.
Correction: The Aug. 1, 1983, "Cable stats" incorrectly dated the advertiser list as June 1983. The correct date was July 1983.

Cable services subscriber counts

Satellite-fed basic services	Affiliates	Subscribers	% change in subs from 7/31	
ACSN: The Learning Channel	445	3,419,642	NA	
AP News Cable	445	4,700,000	NA	(4/30)
ARTS (Hearst/ABC)	1,936	11,800,000	+14.4	
Black Entertainment Television (BET)	212	4,335,080	+1.8	
Cable Health Network (CHN)	1,225	12,381,070	+3.06	
Cable News Network (CNN)	3,575	19,992,000	NC	
CNN Headline News	547	8,465,848	+5.15	
C-SPAN America's Network	1,100	14,500,000	+10.3	
CBN Cable Network[1]	4,017	20,753,930	NA	
Country Music Television	27	1,200,000	NA	
Daytime (Hearst/ABC)	736	9,500,000	NC	
Dow Jones Cable News	125	1,400,000	+1	
Electronic Program Guide (EPG)	101	1,847,473	+40.2	
Entertainment and Sports Programming Network (ESPN)	6,281	23,609,299	+4.34	
Eternal Word Television Network (EWTN)	94	1,620,000	+.06	
Financial News Network(FNN)	758	9,000,000	+14	
Modern Satellite Network (MSN)	514	8,217,100	+1	
Music Television (MTV)	1,700	14,000,000	+3.5	
The Nashville Network (TNN)	1,032	8,200,000	+8.5	
National Christian Network (NCN)	93	1,451,647	NC	
National Jewish Television (NJTV)	144	2,775,408	+11.9	
Nickelodeon	2,625	12,750,000	NC	
PTL Satellite Network	766	8,000,000	+5	
Reuters Monitor Service	NA	NA	NA	
Reuters News View	375	3,500,000	NC	
Satellite News Channel (SNC)	668	6,800,000	+4.3	
Satellite Programming Network (SPN)	441	7,438,646	+7.1	
SIN Television Network[2]	241	27,217,700		
Trinity Broadcasting Network	255	3,105,000	NC	
UPI NewsCable	500	NA	NA	
USA Network	3,500	18,600,000	+1.6	
The Weather Channel	980	9,800,000	+6.1	
WGN	4,318	10,612,150	+3.7	
WOR	754	4,065,076	+.70	
WTBS	5,371	25,823,000	NC	

Satellite-fed basic audio services				
KKGO-FM	13	800,000	+12.5	
Lifestyle	152	1,700,000	+37.6	
Moody Bible	24	320,623	+1.25	
Satellite Radio Network	50	400,000	NC	(4/83)
SCAN	12	108,000	NC	
WFMT	175	1,094,948	+16.6	

Satellite-fed pay services				
Bravo	85	125,000	NC	(5/83)
Cinemax	1,800	2,500,000	NC	(5/83)
The Disney Channel	824	300,000	+33	
EROS[3]	22	200,000	NC	(2/83)
GalaVision	180	125,000	NC	
Home Box Office (HBO)	5,000	12,500,000	NC	
Home Theater Network (HTN)	325	170,000	NC	(1/83)
The Movie Channel (TMC)	2,600	2,500,000	NC	
The Playboy Channel	270	500,000	NC	
Showtime	2,400	4,100,000	NC	(4/83)
Spotlight	234	750,000	NC	(3/83)

Regional entertainment services				
Atlanta Interfaith	7	120,000	NC	
Atlantis Entertainment Network	5	9,800	NC	
Bay Area Religious Channel (BARC)	34	200,000	NC	(3/83)
Buffalo Sabres Hockey	9	325,000	NC	(2/83)
Festival-The Texas Cable Network	3	475,000	+76.8	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	5	10,500	NA	
Home Sports Entertainment (Pittsburgh)	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	5	11,000	NC	
Madison Square Garden	49	1,500,000	+6.6	

Regional entertainment services	Affiliates	Subscribers	% change in subs from 7/31	
MetroChannel[4]	5	110,000	NA	
Newsday Cable	1	190,000	NC	
PRISM-Philadelphia	87	351,000	+.28	
Sonics Superchannel	10	23,500	NC	(4/83)
SportsChannel (New England)	34	20,000	NC	(3/83)
SportsChannel (New York)	32	293,000	NC	
SportsVision	10	10,000	NC	
Video Music Channel	4	110,000	+7.2	
Z-Channel	17	91,324	+1.2	

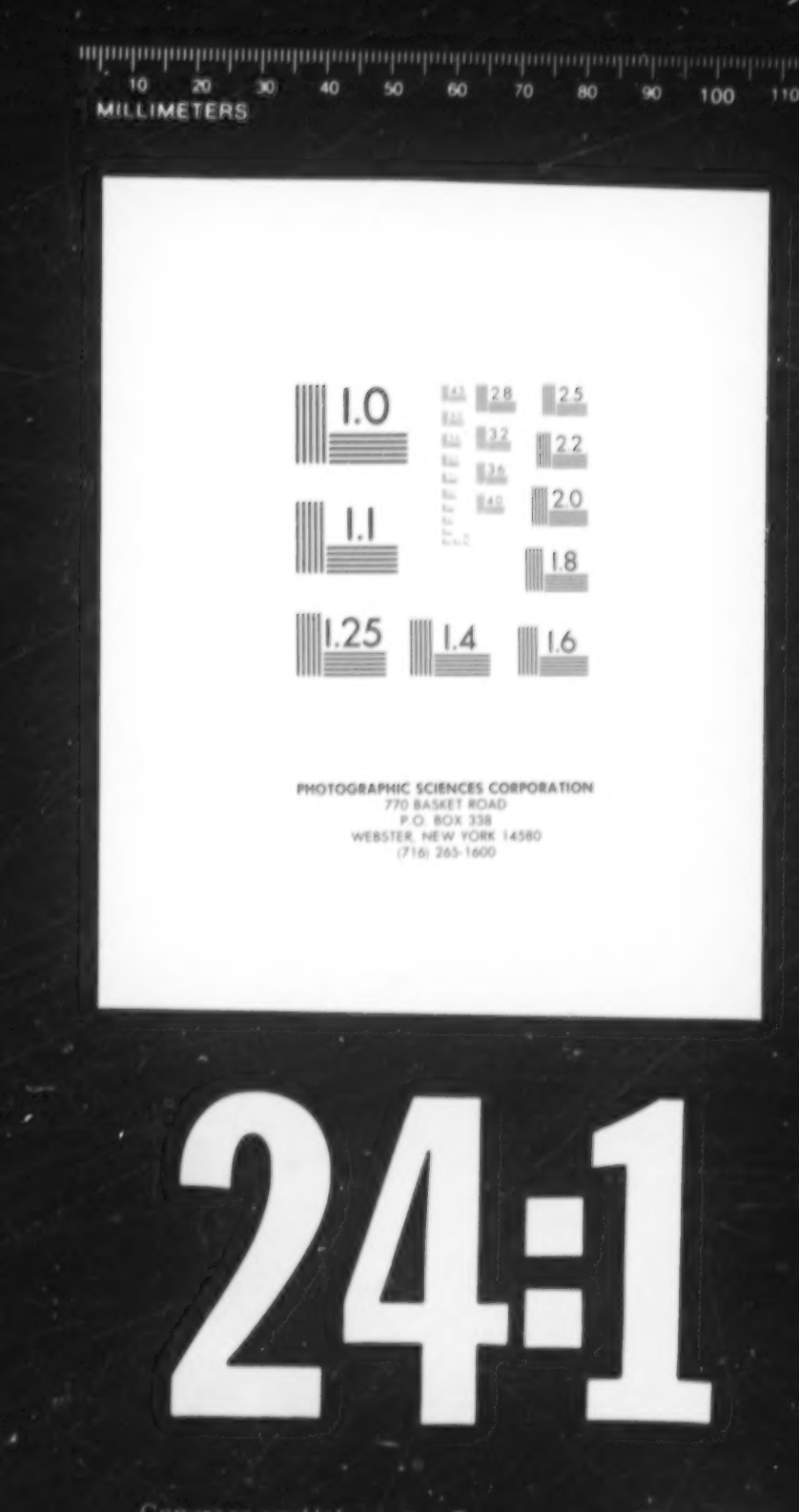
Non-satellite-fed services[5]				
Fuji Network	4	2,740	NC	
PlayCable	20	NA	NA	*
The Pleasure Channel[6]	3	3,500	NA	

Announced non-satellite-fed services	Projected launch
The Cable Shop	9/83
The Games Network	4th quarter 1983

Announced regional services	
Bay Seat	1/84
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	TBA
Supersports Network	TBA
Tele Scripps (Pittsburgh)	TBA
Wisconsin All-Sports Network	9/83

Announced satellite-fed services	
Almi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	TBA
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	TBA
The Channel Black	3rd quarter 1983
Christian Media Network	TBA
Comedy Entertainment Network	
Telecommunications Station (CENTS)	1st quarter 1984
The Community Channel	TBA
Episcopal TV Network	TBA
Group W Cable Sports Network	TBA
Kidvid Network	1/84
Magicable	3rd quarter 1983
National Jazz Network	TBA
The Nostalgia Network (Lewmark Productions)	TBA
PBS Cable	TBA
Rock 24 (Lewmark Productions)	TBA
Satellite News Channel II	4th quarter 1983
The Silent Network	Fall 1983
Sitcom Channel	1st quarter 1985
Video Concert Hall	TBA
Video Music Channel	9/83
The Work Channel (Lewmark Productions)	TBA

Note: Subscriber and affiliate counts are as of 7/31/83 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.
[1] Recount of subscribers and/or affiliates.
[2] Total SIN reach; total Spanish-speaking households: 3,237,200.
[3] EROS has temporarily lost transponder. Hope to resume service soon.
[4] Correction: the June 1983 sub count was incorrectly listed as 85,000. The correct count is 8,500 subs.
[5] Denotes new service to the chart.
[6] Non-satellite-fed services represent bicycle tapes—programming videotaped and mailed to cable operators.
[7] Soon to be satellite-fed.
Source: ICR, Cable Information Service—a Titsch Communications division.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